



THE MORE
LEADS
EQUALS MORE
CONVERSIONS?
WRONG!





Pretty much every
business runs leads
campaigns but do
they do it right?





Reaching a lot of
people is great but ..





What really matters
is the quality of leads
you get.





How qualified are the
people you're targeting
Do they match your
product's buyer personas?





For example a real
estate company that
sells luxury villas





Would be targeting buyers
with specific demographics
from a specific social class.





Therefore 10 qualified
leads are going to convert
more sales than a 100
leads that aren't qualified



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marketing

